



FOR IMMEDIATE RELEASE

CONTACT:

Jennifer Green

[jennifer.green@liveecho.com](mailto:jennifer.green@liveecho.com)

469-209-9944

## **Loloi Rugs Expands High Point Market Showroom**

**DALLAS (June 1, 2021)** – Loloi Rugs is expanding its High Point Market showroom by more than 3,000 sq. ft., the company announced today. The textile leader will now occupy nearly 34,000 sq. ft. at IHFC Showroom #D-320 to showcase its collection of rugs, pillows, throws, wall art and one-of-a-kind designs.

"As our company and our portfolio of products continue to grow, we have needed our showrooms around the country to do the same—and High Point is no different," said Cyrus Loloi, Principal. "In addition to our recently announced collaboration with Chris Loves Julia, we are also planning two exciting new licensed collaborations this fall, so our expanded showroom space will allow us to launch those collections in a bigger way."

The additional space will allow for more expanded displays of all branded and licensed collections, as well as hundreds of one-of-a-kind pieces, while also allowing for a seamless traffic flow and overall enhanced customer experience.

"Our showroom will continue to present a dynamic experience for our High Point visitors, and we can't wait to share what we have in store for 2021," Loloi added.

### **About LOLOI RUGS**

Founded in 2004, LOLOI has become a fashion leader specializing in medium- to high-end area rugs in every style category, and a premium producer of textiles. Under the expert direction of area rug veteran Amir Loloi, the company has been inducted into the ARTS Awards Hall of Fame, winning five ARTS Awards for "Best Rug Manufacturer" in 2010, 2011, 2015, 2016 and 2017, one in 2012 for "Best Outdoor Manufacturer," and one in 2013 for "Green Manufacturer." Its eight America's Magnificent Carpets Awards and three Atlanta Visual Display Awards for sophisticated showroom design attest to the company's commitment to innovation and quality.

LOLOI RUGS is headquartered in Dallas, with to-the-trade showrooms at: DallasMarketCenter, Suite 506 • Las Vegas Market, Building B, Suite #480 • High Point, IHFC Showroom #D-320 • and AmericasMart, Atlanta, Showrooms I-L-1, I-L-2 and 13-C-1. For more information, visit: [www.loloirugs.com](http://www.loloirugs.com). Call: [\(866\) 362-1424](tel:8663621424).